



## King County

### Department of Transportation

Metro Transit Division  
Community Relations and Communications  
KSC-TR-0824  
201 South Jackson Street  
Seattle, WA 98104-3856

July 11, 2007

The Honorable Bob Ferguson, Chair  
King County Council Operating Budget Committee  
The Honorable Reagan Dunn, Chair  
King County Council Transportation Committee  
King County Courthouse  
KCC-CC-1200  
Seattle, WA 98104

Dear Councilmembers Ferguson and Dunn,

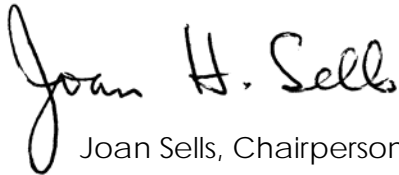
We, the members of the Transit Advisory Committee, are writing to express our support of King County Metro's partial bus wrap proposal. We support the proposal for the following reasons:

- **It addresses rider concerns.** Though there were a relatively small number of rider complaints about bus wraps (less than one percent of all complaints received by the agency in 2006), a majority of those Metro received were about the lack of visibility and lack of light that resulted from covered windows. The proposed wrap template leaves a large portion of each window uncovered, essentially eliminating both issues.
- **It is a risk-free source of revenue.** Taxpayers want government to emulate business and find creative ways (including public-private partnerships, which are a focus of the Transit Now initiative) to fund programs. The bus-wrap program is administered and paid for by the vendor. Metro does not have to sell or design ads—or even apply them to the buses. All of the revenue from bus wraps comes without cost or risk to the agency.
- **It will provide much-needed funds.** The decision to eliminate full bus wraps will cost Metro over \$700,000 per year. This, at a time of rising fuel costs and an operating revenue/operating expense ratio below the targeted 25%, is a substantial loss. Though the partial bus wraps (because they will cover less of the

bus and require custom designs by advertisers) will provide less revenue than full bus wraps, they are projected to earn over \$450,000 in 2008. Although \$450,000 is a small amount in a large budget, it means more money for service hours, shelters, and other necessary programs.

We are impressed by Metro's creative attempt to balance rider comfort and revenue demands. We therefore urge you to vote for this proposal.

Sincerely,

A handwritten signature in black ink that reads "Joan H. Sells". The signature is written in a cursive, flowing style.

Joan Sells, Chairperson  
King County Transit Advisory Committee

Cc King County Executive Ron Sims  
Members, King County Council  
Harold Taniguchi, Director, King County Department of Transportation  
Laurie Brown, Deputy Director, King County Department of Transportation  
Kevin Desmond, King County Metro Transit Division General Manager  
Jim Jacobson, King County Metro Transit Division Deputy General Manager  
Betty Gullledge-Bennett, Supervisor, KCDOT Community Relations  
Sharron Shinbo, Metro Transit Division project manager